

SERFF Tracking Number: LCNC-127118948 State: Arkansas
Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 48463
Company Tracking Number: 2051863/2052131
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
Project Name/Number: Lincoln MoneyGuard Reserve Plus Advertising Materials/LCN-2045136/LCN-201103-2051863, LCN2052131

Filing at a Glance

Company: The Lincoln National Life Insurance Company

Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
SERFF Tr Num: LCNC-127118948 State: Arkansas

TOI: L08 Life - Other SERFF Status: Closed-Filed-Closed State Tr Num: 48463

Sub-TOI: L08.000 Life - Other Co Tr Num: 2051863/2052131 State Status: Filed-Closed
Filing Type: Form Reviewer(s): Linda Bird

Author: Anabela Tavares Disposition Date: 04/14/2011
Date Submitted: 04/11/2011 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Lincoln MoneyGuard Reserve Plus Advertising Materials Status of Filing in Domicile: Pending

Project Number: LCN-2045136/LCN-201103-2051863, LCN2052131 Date Approved in Domicile:

Requested Filing Mode: Review & Approval Domicile Status Comments:

Explanation for Combination/Other: Market Type: Individual

Submission Type: New Submission Individual Market Type:

Overall Rate Impact: Filing Status Changed: 04/14/2011

State Status Changed: 04/14/2011

Deemer Date:

Created By: Anabela Tavares

Submitted By: Anabela Tavares

Corresponding Filing Tracking Number:

Filing Description:

The Lincoln National Life Insurance Company

NAIC# 020-65676 FEIN # 35-0472300

Re: NEW SUBMISSION

Advertising Filing – Universal Life with Long Term Care

Form(s):

LCN-2045136/LCN-201103-2051863 – Lincoln MoneyGuard® Reserve Plus – Webpage Advertising

LCN2052131 – Lincoln MoneyGuard® Reserve Plus – Paying for long-term care - Seminar PPT

SERFF Tracking Number: LCNC-127118948 State: Arkansas
 Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 48463
 Company Tracking Number: 2051863/2052131
 TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
 Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
 Project Name/Number: Lincoln MoneyGuard Reserve Plus Advertising Materials/LCN-2045136/LCN-201103-2051863, LCN2052131

Dear Sir or Madam:

Attached for your review and approval are the above-referenced advertising forms. These forms are new and do not replace any other form previously approved by your Department.

These advertisements will be used with base contract and riders LN870, LR870, LR871, LR872 and B10465F approved by the department on October 5, 2009 under SERFF number LCNC-126293409.

If you need any additional information, please contact me toll-free at 1-800-238-6252, Extension 2307. Thank you for your attention to this matter.

Company and Contact

Filing Contact Information

Anabela Tavares, Compliance Coordinator anabela.tavares@lfg.com
 350 Church Street 860-466-2307 [Phone]
 Hartford , CT 06103 860-466-1348 [FAX]

Filing Company Information

The Lincoln National Life Insurance Company	CoCode: 65676	State of Domicile: Indiana
350 Church Street - MPM1	Group Code: 20	Company Type: Life
Hartford, CT 06103-1106	Group Name:	State ID Number:
(860) 466-2899 ext. [Phone]	FEIN Number: 35-0472300	

Filing Fees

Fee Required? Yes
 Fee Amount: \$100.00
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
The Lincoln National Life Insurance Company	\$100.00	04/11/2011	46455856

SERFF Tracking Number: LCNC-127118948 State: Arkansas
Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 48463
Company Tracking Number: 2051863/2052131
TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
Project Name/Number: Lincoln MoneyGuard Reserve Plus Advertising Materials/LCN-2045136/LCN-201103-2051863, LCN2052131

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	04/14/2011	04/14/2011

SERFF Tracking Number: LCNC-127118948 *State:* Arkansas
Filing Company: The Lincoln National Life Insurance Company *State Tracking Number:* 48463
Company Tracking Number: 2051863/2052131
TOI: L08 Life - Other *Sub-TOI:* L08.000 Life - Other
Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
Project Name/Number: Lincoln MoneyGuard Reserve Plus Advertising Materials/LCN-2045136/LCN-201103-2051863, LCN2052131

Disposition

Disposition Date: 04/14/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: LCNC-127118948 State: Arkansas
 Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 48463
 Company Tracking Number: 2051863/2052131
 TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
 Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
 Project Name/Number: Lincoln MoneyGuard Reserve Plus Advertising Materials/LCN-2045136/LCN-201103-2051863, LCN2052131

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Form	Lincoln MoneyGuard Reserve Plus - Webpage Advertising		Yes
Form	Lincoln MoneyGuard® Reserve Plus – Paying for long-term care - Seminar PPT		Yes

SERFF Tracking Number: LCNC-127118948 State: Arkansas
 Filing Company: The Lincoln National Life Insurance Company State Tracking Number: 48463
 Company Tracking Number: 2051863/2052131
 TOI: L08 Life - Other Sub-TOI: L08.000 Life - Other
 Product Name: Lincoln MoneyGuard Reserve Plus Advertising Materials
 Project Name/Number: Lincoln MoneyGuard Reserve Plus Advertising Materials/LCN-2045136/LCN-201103-2051863, LCN2052131

Form Schedule

Lead Form Number:

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	LCN-2045136/LCN-201103-2051863	Advertising	Lincoln MoneyGuard Reserve Plus - Webpage Advertising	Initial		0.000	LCN-2045136-LCN-201103-2051863.pdf
	LCN2052131	Advertising	Lincoln MoneyGuard® Reserve Plus – Paying for long-term care - Seminar PPT	Initial		0.000	LCN2052131.pdf

Home > Financial Products > Funding Long-Term Care

ANNUITIES
LIFE INSURANCE
FUNDING LONG-TERM CARE

LINCOLN MONEYGUARD® RESERVE PLUS

Why choose Lincoln MoneyGuard® Reserve Plus?

Because, unlike traditional long-term care insurance, your premiums will never increase. Your policy will also help protect your assets, your family, and your financial independence.

As a universal life insurance policy with optional long-term care benefit riders¹, Lincoln MoneyGuard® Reserve Plus helps you leverage assets so you get more for your long-term care dollars.

Benefits no matter what the future holds

- What if I need long-term care?**
You'll be reimbursed for qualified long-term care expenses. There's no deductible or waiting period.
- What if I don't need long-term care?**
Your policy provides an income tax-free death benefit².
- What if I change my mind?**
Lincoln MoneyGuard® Reserve Plus has a money back guarantee, through the Enhanced Surrender Value Endorsement (ESVE) available at issue on all single premium policies and flexible premium policies for ages 35–65. The amount received will be adjusted for any benefits paid and/or any loans and withdrawals, it may have tax implications. See Endorsement for complete terms and conditions.

A smarter alternative to self-insuring^{5M}

You can avoid taking on all the risks of self-insuring and having to decide which assets to sell first should the need for long-term care arise. You'll get more for your long-term care dollar with benefits much greater than your premium. And inflation protection options can help you keep pace with rising LTC costs.

More advantages with Lincoln MoneyGuard® Reserve Plus:

- Income tax-free long-term care benefits³ or death benefit
- Choice of care setting for all levels of care
- International benefits

Continue the discussion with your financial advisor, who can provide valuable insight and solutions to help you meet your objectives.

We can help you [find a financial advisor](#) if you don't currently have one.

The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company.

¹ Available at an additional cost.

² Beneficiaries can receive an income tax-free death benefit under IRC Section 101(a)(1).

³ Long-term care reimbursements are generally income tax-free under IRC Section 104(a)(3).

Lincoln MoneyGuard® is a universal life insurance policy with a Convalescent Care Benefits Rider (CCBR) that accelerates the specified amount of death benefit to pay for covered long-term care expenses. An Extension of Benefits Rider (EOBR) is available to continue long-term care benefit payments after the entire specified amount of death benefit has been paid. The Enhanced Surrender Value Endorsement (ESVE) is included in the policy cost for all single premium policies and for flexible premium policies for issue ages 35–65. The additional surrender benefit provided will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or claim payments made. The cost of riders will be deducted monthly from the policy cash value. The insurance policy and riders have limitations, exclusions, and/or reductions.

Lincoln MoneyGuard® Reserve Plus is issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, on Policy Form LN870 with the Convalescent Care Benefits Rider (CCBR) on Rider Form LR870, an optional Enhanced Surrender Value Endorsement (ESVE) on Endorsement Form B10465F, an optional Extension of Benefits Rider (EOBR) on Rider Form LR871, and an optional Nonforfeiture Benefit Rider (NFO) on Rider Form LR872.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. They are not backed by the broker/dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

GENERAL EXCLUSIONS AND LIMITATIONS

This rider will not provide benefits for:

- care provided in facilities operated primarily for the treatment of Mental or Nervous Disorders. This exclusion does not apply to qualifying stays or care resulting from a clinical diagnosis of Alzheimer's Disease or similar forms of irreversible dementia;
- treatment for alcoholism, drug addiction or chemical dependency (unless the drug addiction or chemical dependency is a result of medication taken in doses as prescribed by a physician);
- treatment arising out of an attempt (while sane or insane) at suicide or an intentionally self-inflicted injury;
- treatment provided in a Veteran's Administration or government facility, unless the Insured or the Insured's estate is charged for the confinement or services or unless otherwise required by law;
- loss to the extent that benefits are payable under any of the following: Medicare (including that which would have been payable but for the application of a deductible or a coinsurance amount), other governmental programs (except Medicaid), workers compensation laws, employer's liability laws, occupational disease laws, and motor vehicle no-fault laws;
- confinement or care received outside the United States, other than benefits for Nursing Home Care Services and Assisted Living Facility Services as described in the International Benefits provision;
- services provided by a facility or an agency that does not meet this rider definition for such facility or agency, except as provided in the Alternative Care Services provision above; and
- services provided by a member of the Insured's Immediate Family or for which no charge is normally made in the absence of insurance.

Products and features, including benefits, exclusions, limitations, terms, and definitions, may vary by state.

Text Size: Aa | Aa | Aa

[Explore Lincoln](#)

[Printable View](#)

[Add this page to favorites](#)

Favorites

[add](#)

Need a Financial Advisor?
[Click here for more information](#)

Hello future.®

Slide 1

Hello future.™

LINCOLN FOR LIFE



Lincoln MoneyGuard® Reserve Plus
Paying for long-term care
A smarter alternative to self-insuringSM

Not a deposit	Not FDIC-insured	Not insured by any federal government agency
Not guaranteed by any bank or savings association	May go down in value	

The Lincoln National Life Insurance Company
The purpose of this communication is the solicitation of insurance.
Contact will be made by an insurance agent or insurance company.

LCN2052131 ©2011 Lincoln National Corporation
LIF-MGR-11-0003_MGR-CLT-PPT001_Z01 4/11

Hello. My name is [NAME] and I'm here discuss an interesting concept that enables you to prepare for long-term care expenses as you maintain control of your assets. You'll see why it is:

A smarter alternative to self-insuringSM.



Slide 2



*A smarter alternative to self-insuring*SM

LINCOLN FOR LIFE

- Lincoln *MoneyGuard*[®] Reserve Plus is a universal life insurance policy with optional long-term care benefit riders available for an additional cost.
- It is issued by **The Lincoln National Life Insurance Company**, Fort Wayne, IN.
- Lincoln *MoneyGuard* Reserve Plus provides guaranteed benefits you can tap into to reimburse qualified long-term care costs.

LCN1102-2052131

Lincoln *MoneyGuard*[®] Reserve Plus is a universal life insurance policy with optional long-term care benefit riders available at an additional cost. It is issued by **The Lincoln National Life Insurance Company**, Fort Wayne, IN. Lincoln *MoneyGuard* Reserve Plus provides guaranteed benefits you can tap into to reimburse qualified long-term care costs.



Slide 3



Agenda

LINCOLN FOR LIFE

- The facts about long-term care
- Lincoln understands how you feel about the issues – long-term care survey results
- What to know about self-insuring
- *A smarter alternative to self-insuring*SM
- Case studies

LCN1102-2052131

Here's what we'll review today.

[Read agenda.]

Let's start by looking at some important information about long-term care.

Slide 4

The importance of long-term care expense planning

LINCOLN FOR LIFE

70%
of people over age 65 will
require long-term care¹

1 DHHS, 2008. Statistics taken from www.longtermcare.gov. Administration on Aging: 202 619-0724. LCN1102-2052131

[Read each stat as slide builds.]

[Click for 70%]

There is a growing need for long-term care planning. That's because we're living longer. Many baby boomers are finding themselves sandwiched between raising children and caring for their parents.

A long-term care experience, and its costs, can be a tremendous burden on you and your loved ones if there is no planning done. Family members could be pressured to make difficult decisions and identify funds to pay for needed care in a time of crisis.

Raise your hand if you've seen or heard about the impact of a long-term care experience on a friend or a family member.

As you know, it can change the lives of generations within a family.

Slide 5



The facts about long-term care

LINCOLN FOR LIFE



National average LTC costs in 2010

Assisted living	\$3,369 per month \$40,428 per year
Nursing home	Semiprivate room: \$5,931 per month \$71,175 per year
	Private room: \$6,570 per month \$78,840 per year
Home health aide	\$20.27 per hour

Source: LifePlans Long-Term Care Market Summary: Cost of Care Update 2010; www.LincolnFinancial.com; Research & Analysis; October 1, 2010. For a printed copy of the report, call 877 ASK-LINCOLN.

LCN1102-2052131

Now, let's look at the costs.

These are the national average costs of long-term care in 2010.

[Read slide.]

[Click for Assisted living]

[Click for Nursing home]

[Click for Home health aide]

These costs add up when you consider that the average length of long-term care for a person over age 65 is 3 years. For men, it's approximately 2 years. For women, the average is twice as long.

What if you or a loved one needed long-term care?

Would your savings cover all of the expenses, or would you need to spend down retirement or estate assets?

"Which assets would you sell first?"

Slide 6



Lincoln understands how you feel

LINCOLN FOR LIFE

- **Lincoln Financial Life Stages Survey: Long-Term Care**



Available at www.lincolffinancial.com, click Research & Analysis, and then click Featured Surveys



Executive Summary for LTC Survey

LCN1102-2052131

We at Lincoln understand how you feel about long-term care and the issues surrounding long-term care funding. Recently, we conducted a survey of individuals like you to uncover compelling statistics.



Slide 7



Lincoln understands how you feel

LINCOLN FOR LIFE

- Survey of a segment of the population
 - More than 1,000 individuals like you
 - Ages 40 to 70
 - \$100K household income or assets

LCN1102-2052131

Our survey was completed October 2010. We interviewed a cross-section of the population like you and your neighbors, individuals between the ages of 40 and 70.

They had household incomes and/or investable assets of \$100,000.

Let's look at what your peers have shared with us.

Slide 8



Lincoln Financial Life Stages Survey — Long-term care

LINCOLN FOR LIFE

- Survey results
 - People know the long-term care risks
 - They are not aware of the available funding options
 - Some think that self-insuring is sufficient
 - Cash or other assets in their portfolios are set aside to cover future long-term care costs

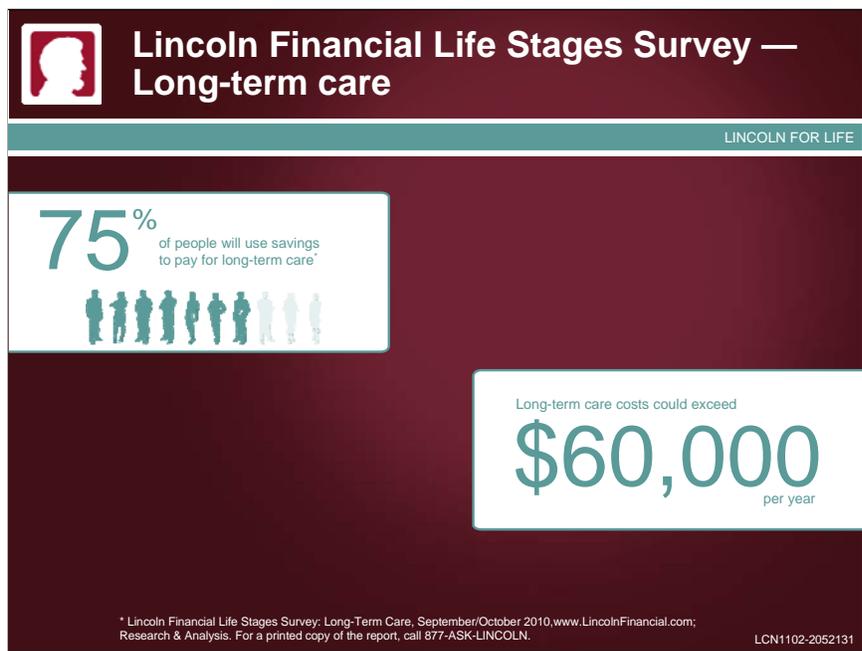
LCN1102-2052131

We found that people like your neighbors think that they have prepared sufficiently by self-insuring—setting aside cash or other assets in their portfolios to pay for long-term care expenses.

Here's what we found:

- People know about the risks associated with long-term care.
- They are unaware of their funding options.
- Some believe they have prepared sufficiently by self-insuring, setting aside cash or other assets in their portfolios to pay for long-term care expenses.

Slide 9



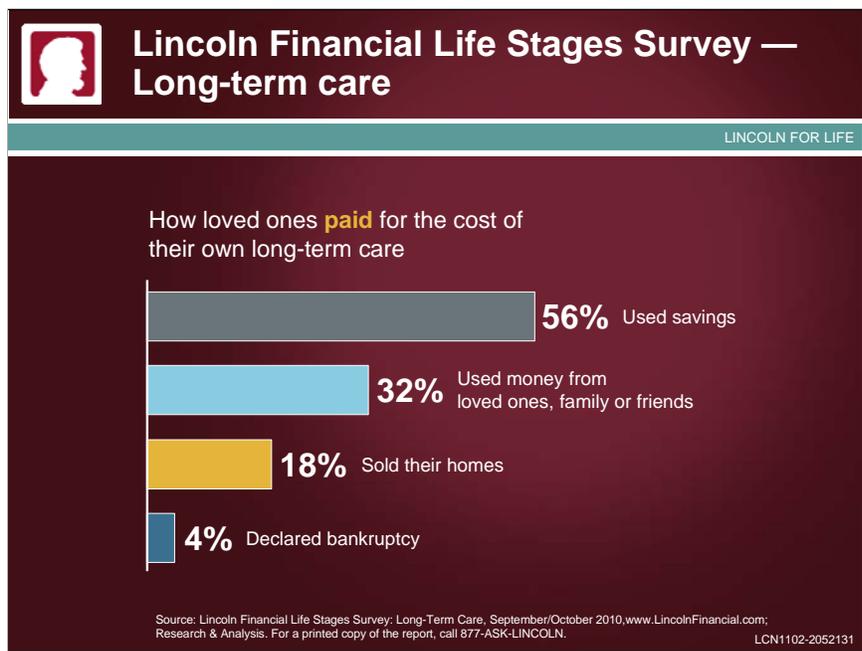
[Click]

75% of our survey respondents indicated that they would use savings to pay for long-term care costs. For most, however, savings is not the answer.

[Click]

Federal data indicate that the cost of long-term care can easily exceed \$60,000 a year. This expense could quickly drain the average U.S. family's savings of \$120,000.

Slide 10



Here's what the survey found regarding how individuals paid for their own long-term care.

[Slide builds. Read slide.]

Many consumers are not aware of all of the funding options available to pay for long-term care. Unfortunately, they do not realize that programs like Social Security simply will not cover all of those costs.

Slide 11



What to know about self-insuring

LINCOLN FOR LIFE

- Why not purchase a traditional long-term care product?

“There’s no money-back guarantee”

“Premiums can be expensive”

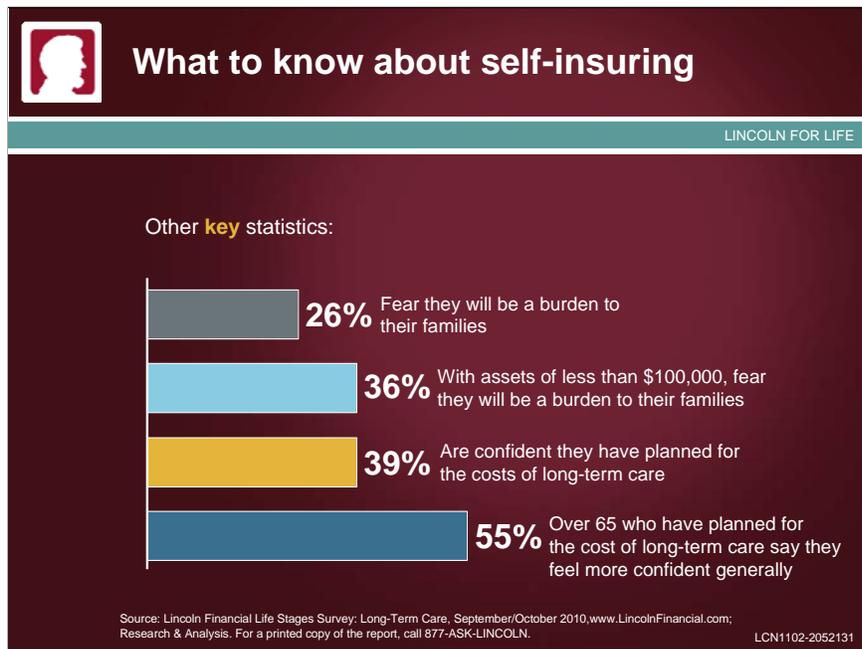
“Payments can increase or vary”

LCN1102-2052131

One funding option people are aware of is traditional long-term care protection. Yet, some people do not purchase it because:

- It offers no money back guarantee.
- Premiums can be expensive.
- Premiums may increase and vary based on benefits and time period.

Slide 12



The study also focused on consumer confidence. Here's what we found.

[Slide builds. Read slide.]

If you're like most of us, you've planned and made smart decisions about your life. You achieved, and you want to be in control.

Slide 13



What to know about self-insuring

LINCOLN FOR LIFE



“Wait and see”

- Some individuals have assets and investments, but see long-term care as just another potential expense.
- By self-insuring they have
 - Control over their assets
 - No ongoing premium costs
 - Leftover assets for their beneficiaries if they don't need care

LCN1102-2052131

Some of your neighbors opt for a “wait and see” approach.

[Click]

Even though they have assets and investments, they treat long-term care like any other potential expense.

[Click]

This gives them:

Control over their assets

No ongoing premium costs

Leftover assets for their beneficiaries if they don't need care

Slide 14



What to know about self-insuring

LINCOLN FOR LIFE

Challenge

What if it isn't enough?

- Costs vary, and can far exceed expectations
- The market doesn't care when you need LTC
- Stress, impact spousal income, family dynamics

LCN1102-2052131

But, what if long-term care expenses exceed what's been set aside to cover long-term care costs?

[Read from slide.]

Slide 15



A smarter alternative to self-insuringSM

LINCOLN FOR LIFE

Advantages

- Asset control
- More for your long-term care dollars
- Benefits whether or not you need long-term care

LCN1102-2052131

There is a better option.

A smarter alternative to self-insuringSM

It's smarter because it gives you the advantages of:

- Control of your assets
- More for your long-term care dollars
- Benefits whether or not you need long-term care

Slide 16



A smarter alternative to self-insuringSM

LINCOLN FOR LIFE

\$100,000 purchase



CD	Lincoln MoneyGuard [®] Reserve Plus policy
<ul style="list-style-type: none">• Control• No additional premiums• Assets for children• Will this be enough to pay for her long-term care expenses?	<ul style="list-style-type: none">• Control• No additional premiums (for a single premium policy only)• Assets for children• LTC benefits worth multiple times her premium payment

Figures based on 65F, healthy, nonsmoker

LCN1102-2052131

Let's review a self-insuring scenario involving a female, nonsmoker, age 65. She has \$100,000 in a CD. In her mind this CD is stashed away for a rainy day. If she needs long-term care, she will use it.

By self-insuring she has:

- Control of her assets, but this is a low-interest rate environment
- No additional premiums to pay, but she also has limited funds available for long-term care
- Assets for her children if she does not use the money, however, she should consider taxes, and what would happen to other legacy assets if more care is needed
- The only risk she considers is will this be enough to pay for long-term care expenses?

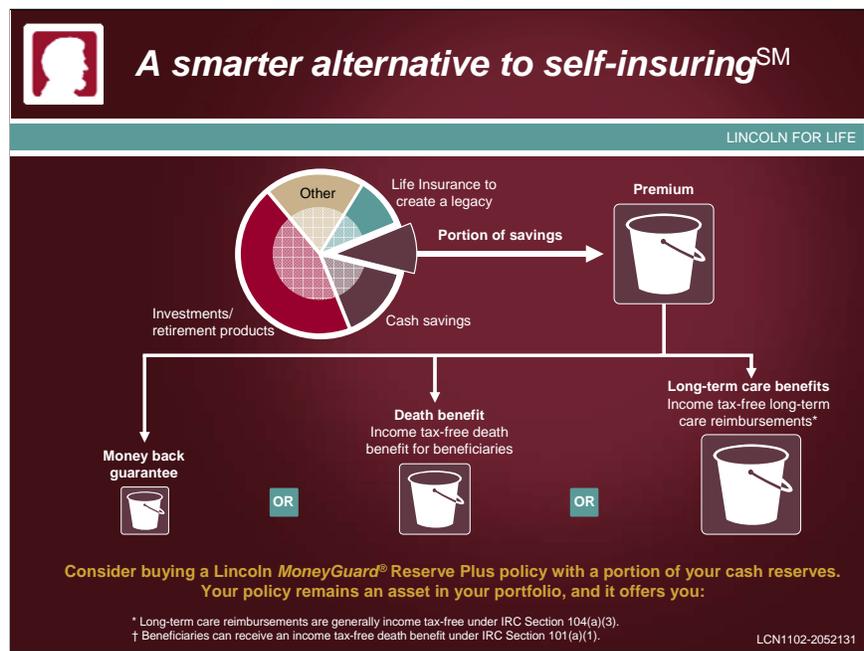
[Click]

Now, let's see what happens if the same client uses \$100,000 to purchase a single premium Lincoln MoneyGuard[®] Reserve Plus policy.

With her policy, she will:

- Always maintain control of her assets with a money back guarantee
- Have no additional premiums to pay.
- Have assets for her children if she does not use the money because her policy pays an income tax-free death benefit to her beneficiaries
- If she needs long-term care, her LTC benefits are worth multiple times her premium outlay.

Slide 17



By using a portion of the savings you have set aside for long-term care expenses to purchase a Lincoln *MoneyGuard*[®] Reserve Plus policy, you get much more for your long-term care dollars. And, you immediately increase the protection for the rest of your portfolio.

You remain in control of your assets, because you have a money back guarantee. If at any time you decide your policy is not right for you, you can request a return of your premium, upon full surrender of your policy.

If you never need care, or only use a portion of long-term care benefits, your policy pays an income tax-free death benefit to your beneficiaries.

If you need long-term care, your policy may provide income tax-free reimbursements for qualified long-term care expenses worth much more than your initial outlay.

Slide 18



A smarter alternative to self-insuringSM

LINCOLN FOR LIFE

 **A money back guarantee.**
At any time, you can request a return of premium, upon full surrender of the policy. The amount received will be adjusted for any benefits paid and any loans and cash withdrawals, and it may have tax implications. The money back guarantee is included in the policy cost through the Enhanced Surrender Value Endorsement, which is available at issue on all single premium policies and flexible premium policies for ages 35 – 65. See Endorsement for complete terms and conditions.

OR

 **An income tax-free death benefit.**
When you die, your policy pays an income tax-free death benefit to your beneficiaries.†

OR

 **Long-term care benefits.**
If you need long-term care, your policy can provide income tax-free reimbursements for qualified long-term care expenses.

Guarantees are backed by the claims-paying ability of The Lincoln National Life Insurance Company.
* Long-term care reimbursements are generally income tax-free under IRC Section 104(a)(3).
† Beneficiaries can receive an income tax-free death benefit under IRC Section 101(a)(1).

LCN1102-2052131

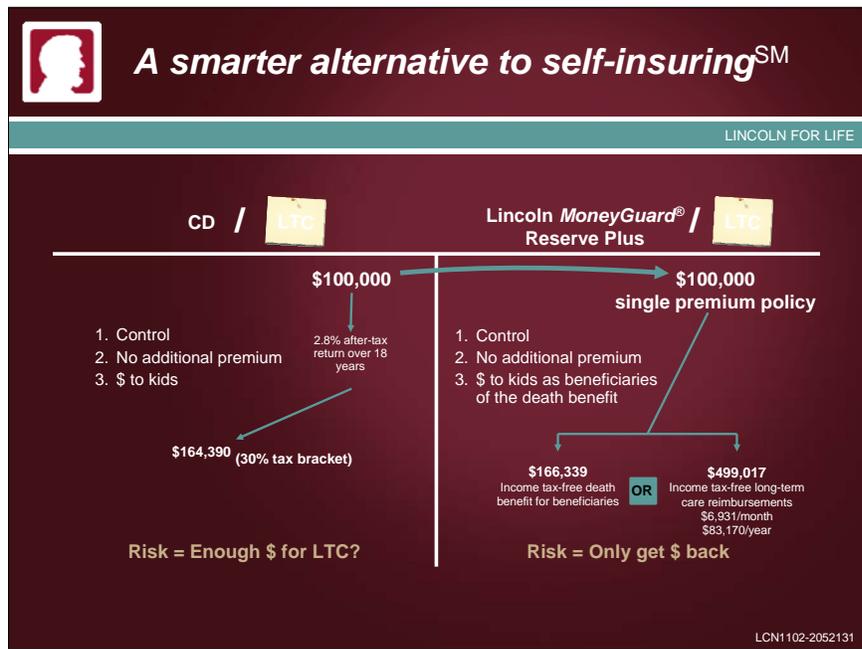
By using a portion of the savings you have set aside for long-term care expenses to purchase a Lincoln *MoneyGuard*[®] Reserve Plus policy, you get much more for your long-term care dollars. And, you immediately increase the protection for the rest of your portfolio.

You remain in control of your assets, because you have a money back guarantee. If at any time you decide your policy is not right for you, you can request a return of your premium.

If you never need care, or only use a portion of long-term care benefits, your policy pays an income tax-free death benefit to your beneficiaries.

If you need long-term care, your policy can provide income tax-free reimbursements for qualified long-term care expenses worth much more than your initial outlay.

Slide 19



Let's see the comparison: self-insuring with a CD vs a smarter alternative.

By self-insuring and setting aside \$100,000 CD in your portfolio you have:

1. Control of your assets
2. No additional premiums to pay
3. If you don't need care, and we assume a 2.8% after-tax return over 18 years, your children could inherit \$164,390 (assuming a 30% tax bracket).

What are the risks with self-insuring?

If you should need long-term care, would you have enough money to cover the costs, or would you need to liquidate other assets.

Now, let's see what would happen if you took that \$100,000 and purchased a single premium Lincoln MoneyGuard[®] Reserve Plus policy. You still have:

1. Control of your assets
2. No additional premiums to pay, and
3. If you don't need care, and you designate your children as beneficiaries, they would inherit a \$166,339 death benefit that's income tax-free, or
4. If you do need care, you can receive up to \$6,3931/month or \$83,170/year of income tax-free long-term care reimbursements, which would be a total of \$499,017.

What are the risks with this strategy?

Only that you could get your money back.



Slide 20



A smarter alternative to self-insuringSM

LINCOLN FOR LIFE



- The policy is an **asset** in your portfolio.
- You can get **more** for your LTC dollars.
- You can receive **benefits** whether or not you need long-term care.
- You have a money back **guarantee**.¹

¹ Through the Enhanced Surrender Value Endorsement available at issue on all single premium policies and flexible premium policies for ages 35 – 65. See Endorsement for complete terms and conditions.

LCN1102-2052131

What are the advantages?

The policy is an asset in the portfolio.

[Click] Now, consider the leverage of your premium outlay. With Lincoln *MoneyGuard*[®] Reserve Plus, you can receive tax-advantaged benefits much greater than your premium.

[Click] You can receive benefits whether or not you need long-term care. Should you never need care or only use a portion of your benefits, the policy will pay an income tax-free death benefit to your beneficiaries.

[Click] You have the advantage of a money back guarantee.

Slide 21



A smarter alternative to self-insuringSM

LINCOLN FOR LIFE

- No deductible or elimination period
- Premiums never increase
- Tax advantages
- Choice of care setting
- International benefits
 - If you are confined to a nursing home or assisted living facility outside the U.S., its territories or possessions, your Convalescent Care Benefits Rider (CCBR) benefits are available to you. These are limited each month to 50% of your maximum monthly benefit. The full CCBR Benefit Limit may be used for this purpose.

LCN1102-2052131

There's no deductible or elimination period.

Your premiums never increase — Unlike traditional long-term care insurance, which may be expensive and may have premium increases over time, Lincoln *MoneyGuard*[®] Reserve Plus premiums are set at issue and will never change.

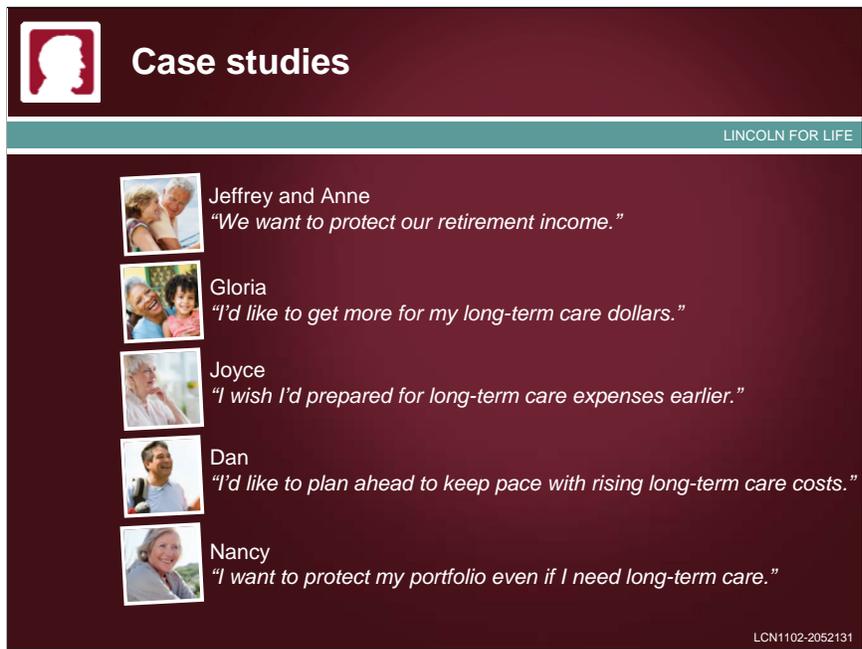
There are tax advantages — The long-term care benefits are intended to be income tax-free. The policy provides an income tax-free death benefit if you do not need long-term care or use only a portion of your long-term care benefits.

You choose the care setting — The decision is yours — from home healthcare to assisted living, nursing home care, adult day care, personal care services, hospice care, and alternative care services. Qualified long-term care expenses can be reimbursed up to your monthly maximum benefit for all levels of care.

There are international benefits — If you are confined to a nursing home or assisted living facility outside the United States, its territories, or its possessions, benefits under the Convalescent Care Benefits Rider (CCBR) will still be available to you. These benefits are limited each month to 50% of the maximum monthly benefit that would otherwise be paid; however, the full CCBR Benefit Limit may be used for this purpose.



Slide 22



Case studies

LINCOLN FOR LIFE

 Jeffrey and Anne
"We want to protect our retirement income."

 Gloria
"I'd like to get more for my long-term care dollars."

 Joyce
"I wish I'd prepared for long-term care expenses earlier."

 Dan
"I'd like to plan ahead to keep pace with rising long-term care costs."

 Nancy
"I want to protect my portfolio even if I need long-term care."

LCN1102-2052131

Let's look at some life situations. [Click]

Meet Jeffrey and Anne. They're a retired couple with long-term care savings. They want to protect their retirement income. [Click]

Meet Gloria. At age 62, she'd like to get more for her long-term care dollars. [Click]

Meet Joyce. She's 76 and retired. She wished she would have prepared for long-term care expenses earlier in life. [Click]

Meet Dan. He's a 50-year-old corporate executive with a young family. He'd like to plan ahead to help keep pace with rising long-term care costs. [Click]

Meet Nancy. She is enjoying her retirement at age 65, and she wants to help protect her portfolio even if she needs long-term care.

Now, let's see how Lincoln *MoneyGuard*® Reserve Plus can help.

Slide 23



Hypothetical case study: Protecting retirement income

LINCOLN FOR LIFE



- Jeffrey, age 70 and Anne, age 60, healthy, nonsmokers
- Financially secure because of Jeffrey's retirement income
- \$150,000 set aside for LTC

Concern

- Jeffrey wants to help protect Anne's retirement income should he need long-term care.

Recommendation

- Jeffrey purchases a \$150,000 single premium policy with a two-year Convalescent Care Benefits Rider (CCBR) and a four-year Extension of Benefits Rider (EOBR)

Hypothetical example only. Benefit amounts will vary by client's age, health status, and gender (except in Montana, where gender does not affect rates or benefits.)

LCN1102-2052131

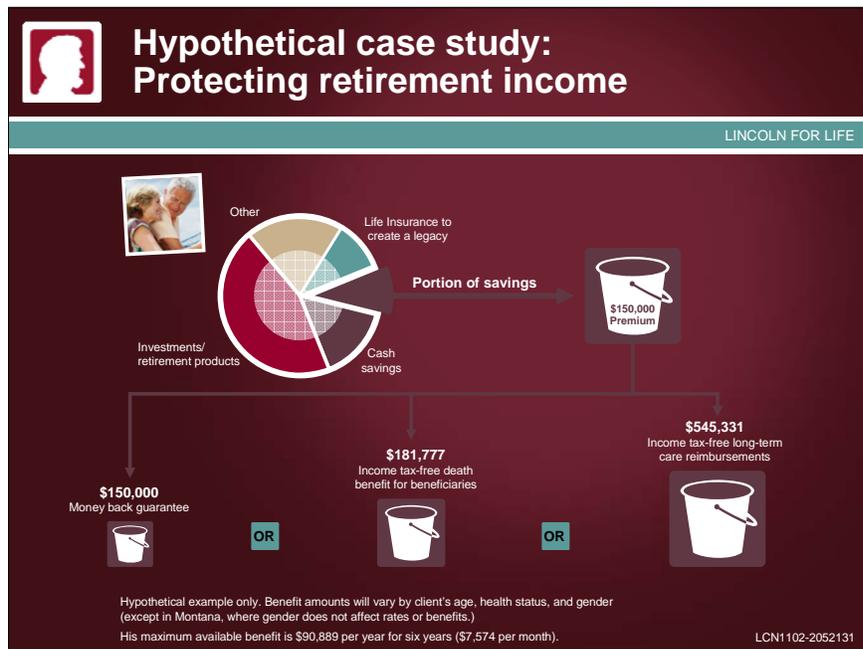
Lincoln *MoneyGuard*® Reserve Plus offers protection against the risk of long-term care expenses as it helps protect retirement income.

Consider Jeffrey and Anne. [Click]

Jeffrey wants to help protect Anne's retirement income and current lifestyle, should he require long-term care.

After talking with his a licensed insurance agent/representative, Jeffrey decides to use \$150,000 to purchase a single premium payment Lincoln *MoneyGuard* Reserve Plus policy with the two-year Convalescent Care Benefits Rider (CCBR) and the four-year Extension of Benefits Rider (EOBR). A similar type of policy could also be purchased for Anne.

Slide 24



If Jeffrey changes his mind he can request a return of his \$150,000 premium. The money returned will be adjusted for any loans, withdrawals, or benefits paid, and may have tax implications.

If Jeffrey doesn't need long-term care his policy provides a \$181,777 income tax-free death benefit. If he uses a portion of the death benefit for long-term care expense reimbursements, the remaining portion will pass to his beneficiaries, income tax-free, minus any loans or withdrawals.

If Jeffrey needs long-term care he can receive up to \$545,331 of income tax-free reimbursements for qualified long-term care expenses. His maximum available benefit is \$90,889 per year for six years (\$7,574 per month).

Slide 25



Hypothetical case study: Getting more for the LTC dollar

LINCOLN FOR LIFE



- Gloria, age 62, healthy, nonsmoker
- \$7 million retirement portfolio
- Leverages \$250,000 for long-term care

Concern

- Gloria wants to maintain her lifestyle, leave money to her beneficiaries, and establish a scholarship

Recommendation

- Gloria purchases a \$250,000 single premium policy with a two-year Convalescent Care Benefits Rider (CCBR) and a four-year Extension of Benefits Rider (EOBR)

Hypothetical example only. Benefit amounts will vary by client's age, health status, and gender (except in Montana, where gender does not affect rates or benefits.)

LCN1102-2052131

Lincoln *MoneyGuard*[®] Reserve Plus offers protection against the risk of LTC expenses and helps clients leverage assets.

Let's consider Gloria, age 62.

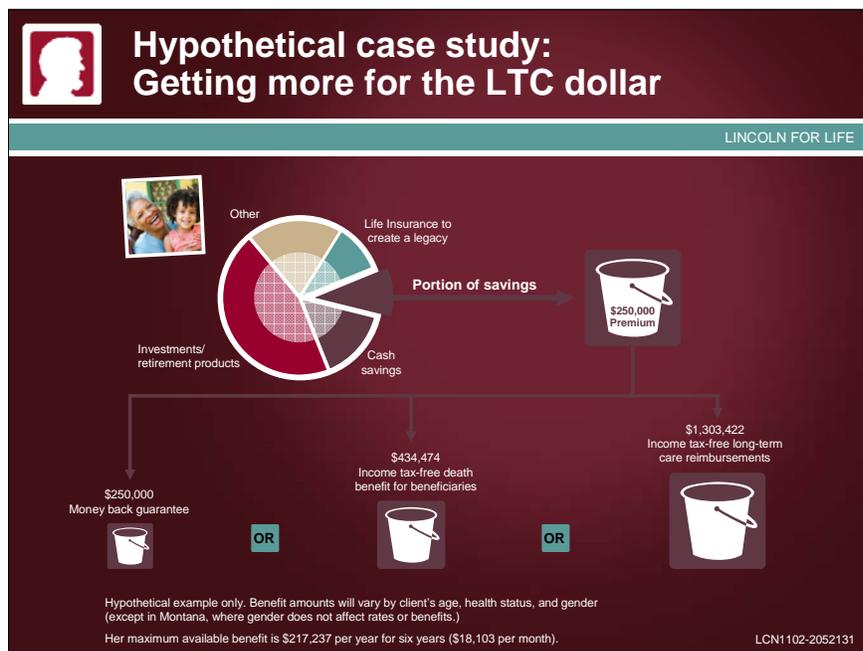
She's a healthy, nonsmoking retired symphony conductor with a retirement portfolio worth \$7 million. [CLICK]

She would like to maintain her lifestyle, leave money to beneficiaries, and establish a scholarship.

After talking with her a licensed insurance agent/representative, Gloria decides to use \$250,000 to purchase a single premium payment Lincoln *MoneyGuard* Reserve Plus policy with the two-year Convalescent Care Benefits Rider (CCBR) and the four-year Extension of Benefits Rider (EOBR).



Slide 26



If Gloria changes her mind she can request a return of her \$250,000 premium. The money returned will be adjusted for any loans, withdrawals, or benefits paid, and may have tax implications.

If Gloria doesn't need long-term care her policy provides a \$434,474 income tax-free death benefit. If she uses a portion of the death benefit for long-term care expense reimbursements, the remaining portion will pass to her beneficiaries, income tax-free, minus any loans or withdrawals.

If Gloria needs long-term care she can receive up to \$1,303,422 of income tax-free reimbursements for qualified long-term care expenses.

Her maximum available benefit is \$217,237 per year for six years (\$18,103 per month).

Slide 27



Hypothetical case study: Having no deductible/elimination period

LINCOLN FOR LIFE



- Joyce, age 76, healthy, nonsmoker
- Sufficient assets and retirement income
- Leverages \$100,000 for long-term care

Concern

- Joyce wishes she had planned earlier. She's concerned she may need care due to a family history of Alzheimer's disease.

Recommendation

- Joyce purchases a \$100,000 single premium policy with a three-year Convalescent Care Benefits Rider (CCBR) and a four-year Extension of Benefits Rider (EOBR)

Hypothetical example only. Benefit amounts will vary by client's age, health status, and gender (except in Montana, where gender does not affect rates or benefits.)

LCN1102-2052131

Lincoln *MoneyGuard*[®] Reserve Plus can help clients prepare for potential long-term care expense and help protect their retirement portfolios and legacies.

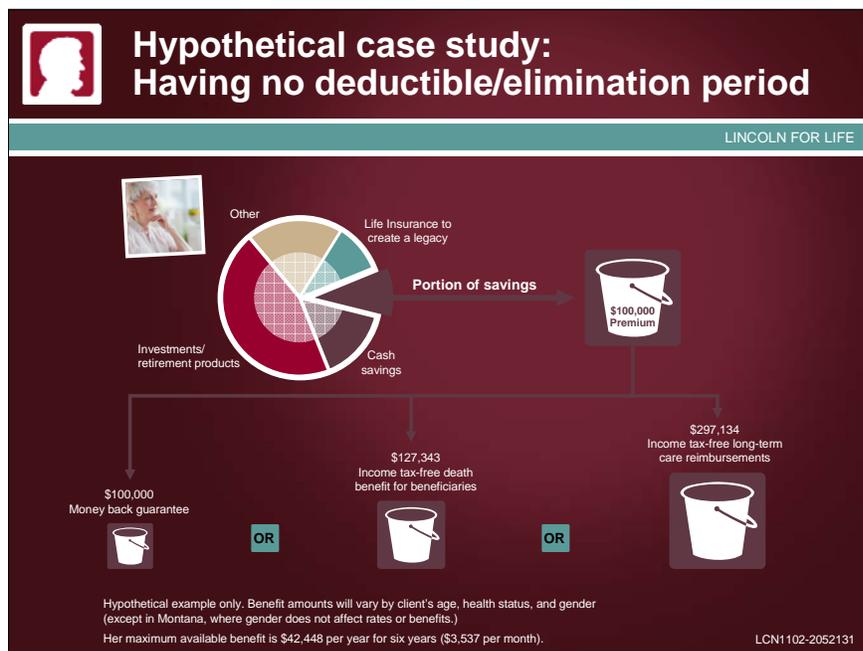
To further understand this, let's look at Joyce's situation.

She's a healthy nonsmoker, age 76. Joyce is a widow with sufficient retirement income, and some savings for long-term care expenses. [CLICK]

Joyce wishes she had prepared a long-term care plan earlier, and she's concerned she may need care because of her family history of Alzheimer's disease.

Her a licensed insurance agent/representative recommends a single premium Lincoln *MoneyGuard* Reserve Plus policy with the three-year Convalescent Care Benefits Rider (CCBR) and the four-year Extension of Benefits Rider (EOBR). There is no deductible/elimination period.

Slide 28



If Joyce changes her mind she can request a return of her \$100,000 premium. The money returned will be adjusted for any loans, withdrawals, or benefits paid, and may have tax implications.

If Joyce doesn't need long-term care her policy provides a \$127,343 income tax-free death benefit. If she uses a portion of the death benefit for long-term care expense reimbursements, the remaining portion will pass to her beneficiaries, income tax-free, minus any loans or withdrawals.

If Joyce needs long-term care she can receive up to \$297,134 of income tax-free reimbursements for qualified long-term care expenses. Her maximum available benefit is \$42,448 per year for six years (\$3,537 per month).

Slide 29



Hypothetical case study: Planning ahead to help keep up with inflation

LINCOLN FOR LIFE



- Dan, age 50, healthy, nonsmoker
- Financially secure
- Leverages \$100,000 for long-term care

Concern

- Dan wants to protect his children from the stress of managing his LTC expenses.

Recommendation

- Dan purchases a \$100,000 single premium policy with a two-year Convalescent Care Benefits Rider (CCBR) and a four-year Extension of Benefits Rider (EOBR)
- Dan adds the 3% Compound Inflation option to help keep pace with rising LTC costs

Hypothetical example only. Benefit amounts will vary by client's age, health status, and gender (except in Montana, where gender does not affect rates or benefits.)

LCN1102-2052131

Lincoln *MoneyGuard*[®] Reserve Plus can help protect clients from future long-term care expenses.

Consider the case of Dan, age 50.

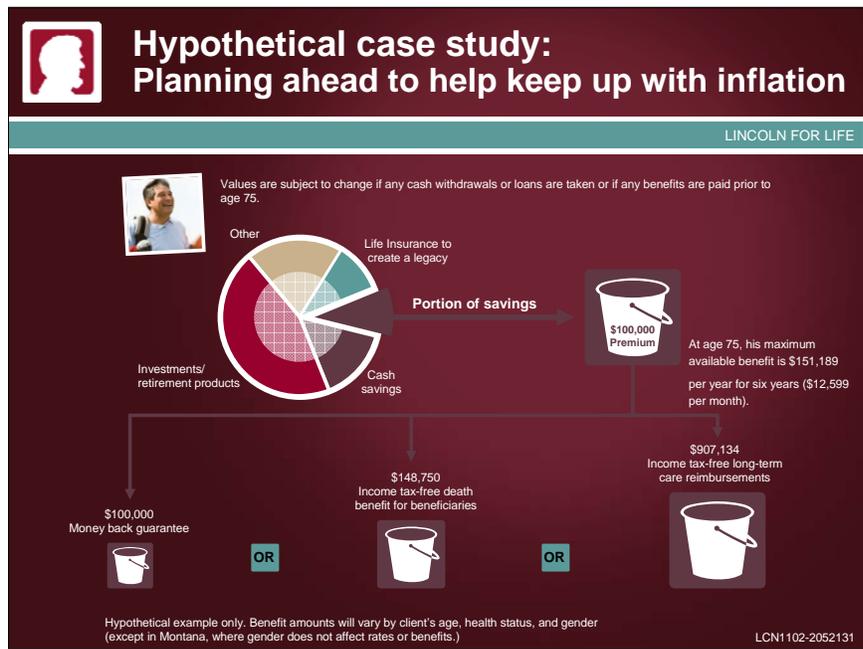
He's healthy, nonsmoking, and does not expect to need long-term care for some time. [CLICK]

Dan wants to protect his children from the stress of managing his long-term care expenses should he eventually require care.

His a licensed insurance agent/representative recommends a \$100,000 Lincoln *MoneyGuard* Reserve Plus policy with the two-year Convalescent Care Benefits Rider (CCBR) (LTC benefit pool 1) and the four-year Extension of Benefits Rider (EOBR) (LTC benefit pool 2).

To help keep pace with tomorrow's rising costs, Dan elects a 3% Compound Inflation option.

Slide 30



If Dan changes his mind he can request a return of his \$100,000 premium. The money returned will be adjusted for any loans, withdrawals, or benefits paid, and may have tax implications.

If Dan doesn't need long-term care his policy provides a \$148,750 income tax-free death benefit. If he uses a portion of the death benefit for long-term care expense reimbursements, the remaining portion will pass to his beneficiaries, income tax-free, minus any loans or withdrawals.

If Dan needs long-term care he can receive up to \$907,134 of income tax-free reimbursements for qualified long-term care expenses at age 75. His maximum available benefit is \$151,189 per year for six years (\$12,599 per month).

Slide 31



Hypothetical case study: Helping to protect the portfolio

LINCOLN FOR LIFE



- Nancy, age 65, healthy, nonsmoker
- Sufficient assets and retirement income
- Leverages \$100,000 for long-term care

Concern

- Nancy is concerned that she may need long-term care in a few years, but she thinks she has enough set aside to cover costs.

Recommendation

- Nancy purchases a \$100,000 single premium policy with a two-year Convalescent Care Benefits Rider (CCBR) and a four-year Extension of Benefits Rider (EOBR)

Hypothetical example only. Benefit amounts will vary by client's age, health status, and gender (except in Montana, where gender does not affect rates or benefits.)

LCN1102-2052131

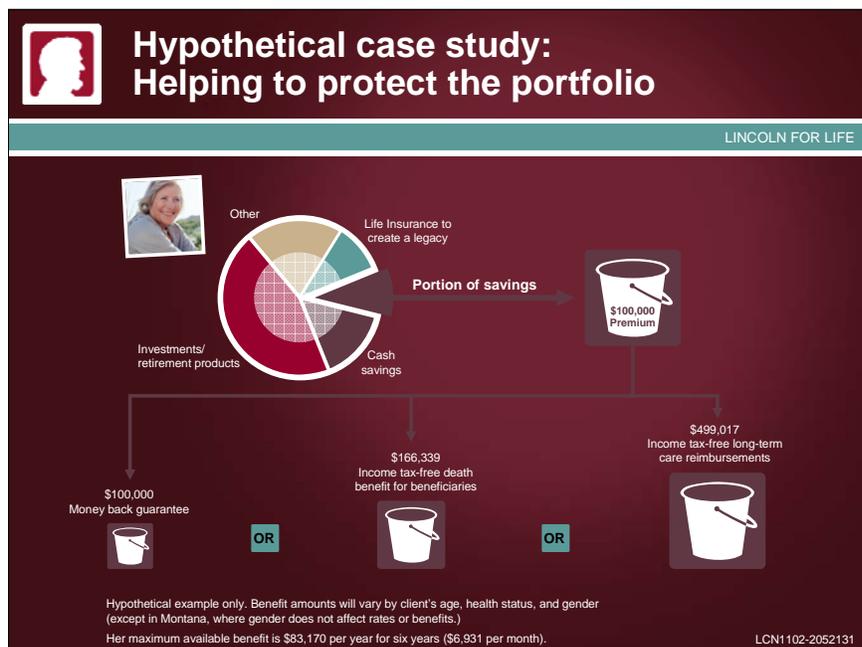
Lincoln *MoneyGuard*[®] Reserve Plus can reimburse you for qualified long-term care expenses while helping to protect your assets. Let's look at Nancy, age 65.

She's a healthy, nonsmoker, who is enjoying retirement. [CLICK]

Nancy is concerned that she may need long-term care within the next few years. She has money in her portfolio set aside to cover any long-term care expenses.

Her a licensed insurance agent/representative recommended that she purchase a \$100,000 single premium Lincoln *MoneyGuard* Reserve Plus policy with a two-year Convalescent Care Benefits Rider (CCBR) and a four-year Extension of Benefits Rider (EOBR), which will provide up to six years of long-term care benefits.

Slide 32



If Nancy changes her mind she can request a return of her \$100,000 premium. The money returned will be adjusted for any loans, withdrawals, or benefits paid, and may have tax implications.

If Nancy doesn't need long-term care her policy provides a \$166,339 income tax-free death benefit. If she uses a portion of the death benefit for long-term care expense reimbursements, the remaining portion will pass to her beneficiaries, income tax-free, minus any loans or withdrawals.

If Nancy needs long-term care she can receive up to \$499,017 of income tax-free reimbursements for qualified long-term care expenses. Her maximum available benefit is \$83,170 per year for six years (\$6,931 per month).

Slide 33



Why Lincoln *MoneyGuard*® Reserve Plus

LINCOLN FOR LIFE

- Easy application process
- Experience in claims paying
- Experience of Lincoln

LCN1102-2052131

[Click and read the first bullet.] It has an easy application process with a simple 45-minute phone interview — no exams, labs, or doctor’s statements.

[Click and read the second bullet.] Lincoln has an excellent claims-paying history with an emphasis on personal service to you. Based on previous *MoneyGuard*® Reserve claims experience, the majority of claims are approved and paid within five days or less.

[Click and read the third bullet.] Since 1988, Lincoln *MoneyGuard* universal life policies with optional long-term care riders have helped protect more than 60,000 people from the risks of long-term care expenses.

Slide 34



Next steps

LINCOLN FOR LIFE

- Make long-term care planning part of your overall financial strategy.
- Talk with your licensed insurance agent/representative.
- When you consider a funding solution, make sure it has the features you need.

LCN1102-2052131

So what are the next steps?

[Read slide.]

Slide 35



Important disclosures. Please read.

LINCOLN FOR LIFE

Lincoln *MoneyGuard*[®] Reserve Plus is a universal life insurance policy with a Convalescent Care Benefits Rider (CCBR) that accelerates the specified amount of death benefit to pay for covered long-term care expenses. An Extension of Benefits Rider (EOBR) is available to continue long-term care benefit payments after the entire specified amount of death benefit has been paid. The Enhanced Surrender Value Endorsement (ESVE) is included in the policy cost for all single premium policies and for flexible premium policies for issue ages 35–65. The additional surrender benefit provided will be adjusted by any loans/loan interest/loan repayments, withdrawals taken, or claim payments made. The cost of riders will be deducted monthly from the policy cash value. The insurance policy and riders have limitations, exclusions, and/or reductions.

Lincoln *MoneyGuard*[®] Reserve Plus is issued by The Lincoln National Life Insurance Company, Fort Wayne, IN, on Policy Form LN870 with the Convalescent Care Benefits Rider (CCBR) on Rider Form LR870, an optional Enhanced Surrender Value Endorsement (ESVE) on Endorsement Form B1046SF, an optional Extension of Benefits Rider (EOBR) on Rider Form LR871, and an optional Nonforfeiture Benefit Rider (NFO) on Rider Form LR872.

All guarantees and benefits of the insurance policy are backed by the claims-paying ability of the issuing insurance company. They are not backed by the broker/dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

Products and features, including benefits, exclusions, limitations, terms, and definitions, may vary by state. Not approved for use in New York. Check state availability.

©2011 Lincoln National Corporation

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates. Affiliates are separately responsible for their own financial and contractual obligations.

Order code: MGR-CLT-PPT001

Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

LCN1102-2052131

[Read slide.]



Slide 36

Hello future.™

LINCOLN FOR LIFE



Thank you
Question and answer period

LCN1102-2052131

